

**New Program Proposal  
Bachelor of Science/Artium Baccalaureatus  
Marketing  
College of Charleston**

**Summary**

College of Charleston requests approval to offer a new program leading to the Bachelor of Science or Artium Baccalaureatus degree in Marketing, to be implemented in Fall 2013. The proposed program is to be offered through traditional instruction methods on the College of Charleston's campus.

The Program Planning Summary was submitted to the Commission on November 6, 2008, and reviewed and voted upon favorably without substantive comment by the Advisory Committee on Academic Programs (ACAP) on January 15, 2009. College of Charleston's Board of Trustees approved the proposal on April 20, 2012. The final proposal was received by the Commission on August 15, 2012.

According to the proposal, the purpose of the program is to provide graduates with a strong background and prepare them for a broad range of employment in the global and diverse fields of marketing and sales. The proposal states that graduates from the program will be prepared to enter marketing-related careers in such areas as sales, logistics, marketing management, advertising, and fashion marketing, marketing research, recruiting, sports management, and supply chain and transportation. In addition, graduates will be prepared for graduate degree programs in related disciplines.

The proposal states that, according to the Bureau of Labor Statistics, employment of advertising, promotions, and marketing managers is expected to grow 12% by the year 2016. Advertising, promotions, and marketing will continue to be essential for organizations as they seek to maintain and expand their share of the market. The institution currently offers a popular marketing concentration, which has an enrollment of 57 students. Continued growing interest in the program was demonstrated by a recent survey distributed to School of Business students who were working with the institution's Career Placement Office. Based upon the results of the survey, 23% of the 178 students that responded stated that they were seeking positions in marketing-related areas for which a marketing degree would be relevant.

Similar programs are found at five public institutions in South Carolina (Clemson University, Francis Marion University, University of South Carolina-Columbia, Coastal Carolina University and South Carolina State University) and five private institutions (Benedict College, Claflin University, Bob Jones University, Wofford College, North Greenville University and Charleston Southern University). The proposal notes that there are no similar programs offered by public institutions in the College of Charleston's regional area.

Projected new enrollment for the program will be five students (5.0 FTE) in the program's first year, increasing to seven students (6.0 FTE) in the second year and further increasing to ten students (7.5 FTE) in the third, fourth and fifth years of the program. According to the proposal, projections for the new enrollment are based on the estimated new enrollments to the College as opposed to students enrolled in other programs who change their major. The institution states that the College cannot increase new enrollments because of their physical location. However, total enrollment, which includes existing business students and

new students, is projected at 65 students and increasing to 105 students within the fifth year of the program. If enrollment and program completion projections are met, the proposed program will meet the Commission's productivity standards.

The program leading to a major in Marketing has two variants – i.e., the Bachelor of Science (B.S.) and the Artium Baccalaureatus (A.B.). Students who major in the sciences may choose the B.S. or A.B., and, likewise, those who major in the social sciences/humanities may choose the B.A. or A.B. The A.B. was the original degree offered by the College and is available for all majors except the classics. The B.A. and B.S. degrees were developed for programs that did not require coursework in the classics and for students whose interests were outside the classics. The program leading to the A.B. degree entails completion of all required courses in any major, 18 additional hours in Latin or 18 hours in Ancient Greek, and six hours in courses in classical civilization.

The program will consist of 122 credit hours of coursework. A minimum of 39-40 hours must be completed in the major, 12 credit hours in the core marketing courses, 12 credit hours in approved electives, and 58-59 credit hours in general education. Implementation of the program will require no new courses to be added to the institution's catalog. All courses in the program are already included in the University's catalog of approved courses.

The proposal states that the assessment of student learning will be tied to the specific goals and objectives of the proposed program. The proposed program assessment will use direct and indirect methods which will include research papers, portfolios, and the development of full written marketing plan.

The program proposal states that the institution's current faculty teaching marketing courses will be able to handle the program initially. The proposal notes that no physical plant or significant equipment needs are anticipated to support the proposed program. The existing facilities have adequate classroom, research, and office space available.

According to the proposal, the institution's Addlestone Library's holdings, including access to print and electronic resources the statewide PASCAL databases, Interlibrary Loan, Internet access, bibliographic instruction, reference books and a variety of class-specific user education programs, library catalog and on-line resources, are adequate to support the proposed new program over the first five years of the program implementation.

The Marketing program will be housed in the institution's School of Business, which is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB). Students in the program will be encouraged to pursue various certification and licensure opportunities. The proposal states that current articulation agreements in place with South Carolina's two-year institutions will apply.

Costs and sources of financing identified by the institution for the program are shown below.

ESTIMATED COSTS BY YEAR*						
CATEGORY	1 <sup>st</sup>	2nd	3rd	4th	5th	Totals
Program Administration	79,950	79,950	79,950	79,950	79,950	399,750
Faculty Salaries	1,017,064	1,017,064	1,017,064	1,017,064	1,017,064	5,085,320
Graduate Assistants						
Clerical/Support Personnel	10,075	10,075	10,075	10,075	10,075	50,375
Supplies and Materials	2,500	2,500	2,500	2,500	2,500	12,500
Library Resources						
Equipment						
Facilities						
Other (Identify)						
<b>TOTALS</b>	1,109,589	1,109,589	1,109,589	1,109,589	1,109,589	5,547,945
SOURCES OF FINANCING BY YEAR**						
Tuition Funding	541,443	619,913	721,924	808,241	871,017	3,562,538
Program-Specific Fees						
State Funding						
Reallocation of Existing Funds						
Federal Funding						
Other Funding (Specify)						

<b>TOTALS</b>	541,443	619,913	721,924	808,241	871,017	3,562,538
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\*In calculating Estimated Costs, the Program Administration figure represents half of the department chair's salary (plus 30% benefits) assuming that administration of the Marketing program will consume fifty percent of the chair's time, with the remaining fifty percent devoted to teaching, research and service. Faculty Salary was calculated by taking the sum of 9-month salaries (plus 30% for benefits) for the faculty (Table C) teaching in the Marketing program. No adjustment was made for potential increases in faculty salaries. Because of the nature of School of Business programs, faculty teaching primarily in Marketing will also be teaching courses required by other programs in the School.

\*\*In calculating Sources of Financing, revenue generated from tuition was calculated based on the following assumptions. Most hours required by the major will be taken in courses developed specifically for the major or existing courses in which majors would be disbursed but for which additional sections would be required. The major requires 57 credit hours in courses offered by the School of Business. For ease of calculation, we assume these will be taken as an average of 19 hours per year over three years (sophomore to senior), an assumption consistent with the sample curricula and which does not affect the long-term calculation revenue. As a result, revenue generated from courses required by the Marketing major and offered in the School of Business equals annually (# majors from Table A) x 19 SCH x \$413 per SCH tuition. This calculation underestimates revenue since it is based only on students projected to major in Marketing.

In summary, College of Charleston is proposing a program leading to the Bachelor of Science or Artium Baccalaureatus degree in Marketing. Graduates of the program will be prepared to work in various capacities within the marketing field in the growing and culturally and economically diverse region. In addition, the proposed program will provide an opportunity for students who wish to expand their skills and knowledge base for personal and career advancement to pursue a graduate degree in a marketing-related area.

### **Recommendation**

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission approval of College of Charleston's proposed program leading to a Bachelor of Science or Artium Baccalaureatus degree in Marketing, to be implemented in Fall 2013 provided that no "unique cost" or other special state funding be required or requested.